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# Measuring Customer Service Orientation: An Examination of the Validity of the

Customer Service ... - all 2 versions »

R Baydoun, D Rose, T Emperado - Journal of Business and Psychology, 2001 - Springer ... Both managerial performance ratings (n = 140) and **anonymous shopper** ratings (n = 76) were gathered from a subset of these sales asso- ciates. ...

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# Unmasking a phantom: a psychometric assessment of mystery shopping - all 2 versions

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A Finn, U Kayandé - Journal of Retailing, 1999 - Elsevier

... customers, more retail and service firms are using mystery **shoppers** (sometimes also referred to as secret, phantom, or **anonymous** consumer **shoppers**) to monitor ...

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### The mystery **shopper**: an **anonymous** review of your services.

K Steiner - Health Care Strateg Manage, 1986 - ncbi.nlm.nih.gov

The mystery **shopper**: an **anonymous** review of your services. Steiner K. Mystery **shoppers** can provide an unbiased report on the day ...

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# [PDF] The influence of background music on shopping behavior: classical versus top-forty music in a wine ... - all 2 versions »

CS Areni, D Kim - Advances in Consumer Research, 1993 - profittools.com

... It is possible that **shoppers**, being somewhat unfamiliar with wine cellars and wines in ... As noted by a second **anonymous** reviewer, a "no music" control condition ...

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# Analytical CRM: the fusion of data and intelligence - all 3 versions >

S Kelly - Interactive Marketing, 2000 - ingentaconnect.com

... 1 NO . 3. PP 262-267. J ANUAR Y / MARCH 2000 anonymous shopper, they lose all patience

with being treated like one. Which is why playing with CRM is dangerous. ...

<u> Cited by 11 - Related Articles - Web Search</u>

# City Shoppers and Urban Identification: Observations on the Social Psychology of City Life

GP Stone - The American Journal of Sociology, 1954 - JSTOR

... Moreover, some evidence suggests that personalizing **shoppers** draw on their re ... possibilities for explaining how, in the impersonal and **anonymous** milieu of the ...

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### Consumer reactions to electronic shopping on the world wide web

SL Jarvenpaa, PA Todd - International Journal of Electronic Commerce, 1996 - portal.acm.org ... For example, Burstein and Kline [17, p. 1031 question how the merchants on the World Wide Web will create "an on-line **shopper**'s paradise when the people ...

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### [PDF] Which Is Scarier: the Mall or the Mail? - all 2 versions >

MH Flicker, MP Gardner, CA San Francisco - Proceedings of the Direct Marketing Education Foundation ..., 2002 - thedma.org

... Security. References Page 21. **Anonymous** (1998a), "1998 Meat **Shopper** Report: In the Spotlight," Progressive Grocer, June 1998, 41-44. ...

Cited by 1 - Related Articles - View as HTML - Web Search

# A prediction model for the purchase probability of **anonymous** customers to support real time web ... - all 2 versions »

E Suh, S Lim, H Hwang, S Kim - Expert Systems With Applications, 2004 - Elsevier ... target customer is high. This study focuses on **anonymous** customers who are navigating an Internet **shopping** mall. We will suggest a ...

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### The Price Knowledge and Search of Supermarket Shoppers

PR Dickson, AG Sawyer - Journal of Marketing, 1990 - JSTOR ... John Lynch, Leigh McAlister, Diane Schmalensee, Bart Weitz, and four **anonymous** JM reviewers ... choice may be high but quickly drops as the **shopper** progresses to ...

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